



SOCIAL MEDIA

Playbook

kw *Where Entrepreneurs Thrive*

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Telemarketing

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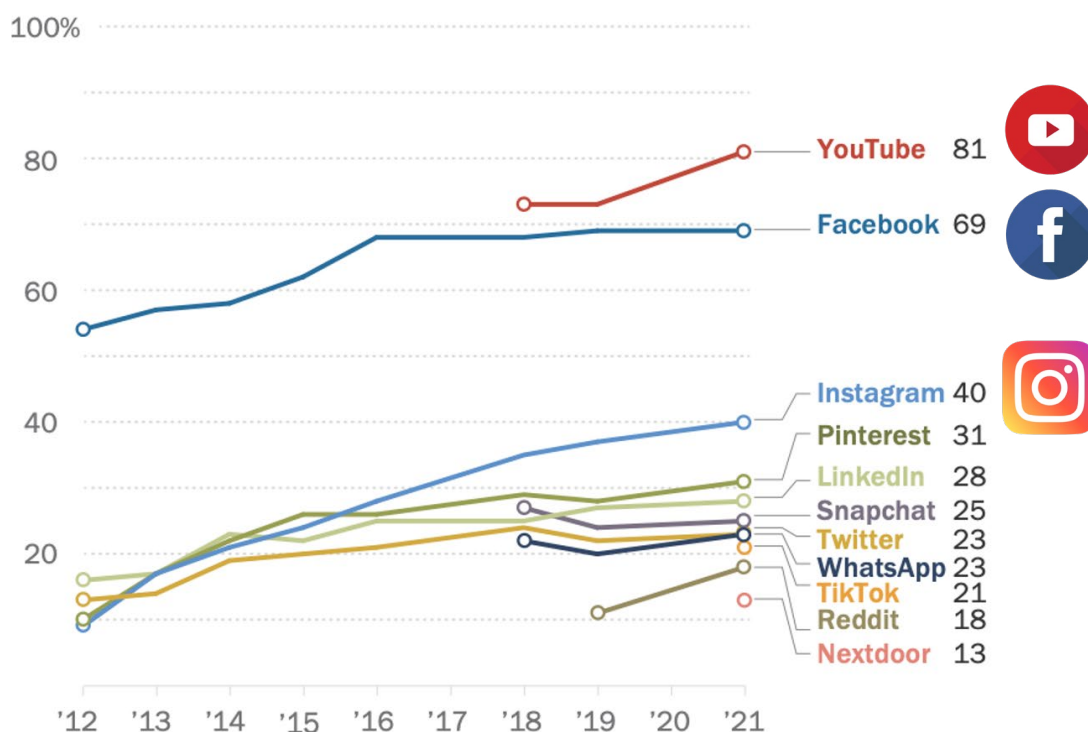
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Welcome To The Social Media Playbook

On the 13th anniversary of Facebook, Mark Zuckerberg published an open note to all users saying "There are many of us who stand for bringing people together and connecting the world." If that was his intent it is hard to argue with the premise and the success that social media providers have had. According to PEW Research, roughly 69% of adults use Facebook; a similarly high percentage use it daily. As the old saying goes, it's easier to go where the people are than to make the people come to you.

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

The chart above makes it clear that social media allows us to scale a message, at little to no cost, directly into the feeds of our sphere of influence like never before in marketing and advertising history. Further, if done with the intention to scale likeability, we can be more likable, to more people, more often. This is important because people do business with people they like, thus making social media one of the most powerful tools you can use to deeply connect with your sphere of influence.

The 4 Primary Reasons We Love Social Media For S.O.I.

1 Reach	According to United Nations research, 59.3% of the total world population uses social media. In the United States, 82% of the population uses social media. Social posts and paid ads on social media provide you with one of the greatest opportunities to expand your database.
2 Targeted Advertising	Most social media platforms offer targeted advertising. As an agent this means you can promote your brand and your listings to potential clients who are most likely to respond. Promote listings on a golf course to golf enthusiasts and the loft downtown near the theater district to musicals aficionado.
3 Return on Investment	Advertising on social media has some of the lowest costs per lead and it easy to track the results of your campaigns and posts.
4 Engagement	Social media platforms create the opportunity to interact with their audience and build relationships at scale.

This playbook is designed to help you turn social media into your SOI secret weapon!

SOCIAL MEDIA

Step One

POST TO SOCIAL MEDIA

1. Use the LIKE Model to Create Content
2. Schedule Posts



Step Two

RUN PAID SOCIAL ADS

1. Target My Database



Step Three

INTERACT WITH FRIENDS AND FOLLOWERS

1. Comment
2. Direct Message
3. Like and Share



Step Four

ADD NEW FRIENDS

1. Follow New People



Step Five

CREATE AND CURATE AN ONLINE

1. Create a Niche Facebook Group

Step 1: Post to Social Media

Posting to Social Media is an easy way to stay top of mind and engage with your sphere of influence. Remember, people do business with people they like and social media allows us to be likeable with more people more often than ever before. The acronym that we use to explain the types of posts that will make you more likeable over time is LIKE. Keeping LIKE top of mind and using technology to schedule posts, posting to social media will be efficient and effective.

1. Use the LIKE Model to Create Content

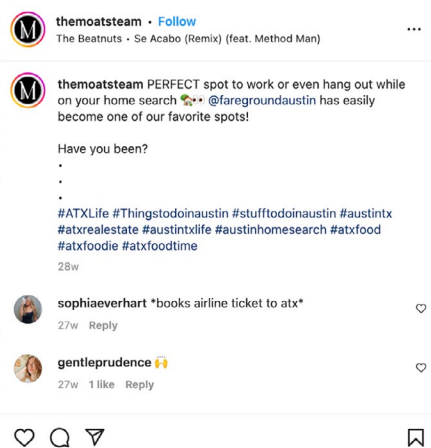
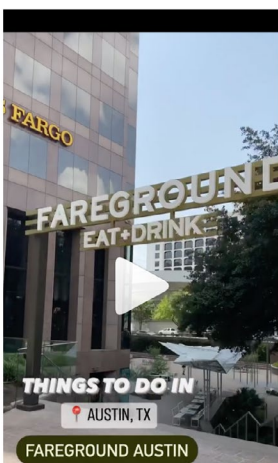
Local Lowdown
Information
Know Me
Engage in conversation

LOCAL LOWDOWN

Posting about your local community shows that you're actively involved and knowledgeable about where you live and work.

Examples of local community content could be:

1. **THE HISTORY** of your town or area
2. **UPCOMING** community events
3. **SCHOOL EVENTS** or calendar
4. **COMMUNITY SERVICE** activities
5. **INTERVIEWS** of prominent community members
6. **SCHOOL OR COLLEGE SPORTS** games and scores

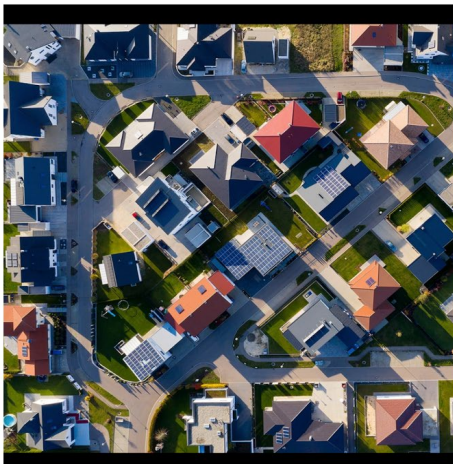


INFORMATION

Sharing your real estate knowledge should make your followers more informed and educated whether you're posting about the market or your business. If you're posting about the market or industry, the information should be easy to understand. Use short videos and graphics to easily grab their attention.

Examples of real estate content could be:

1. **MARKET UPDATES** about your area
2. **INDUSTRY NEWS**
3. **TIPS** for buying or selling
4. **MYTHS** about the real estate industry
5. **TOP REASONS** your service is important
6. **UPCOMING SEMINARS** or client events you are hosting
7. **NEW LISTINGS** or open houses
8. **CLIENT SUCCESS** stories or closings



summitphouston

summitphouston ! POP QUIZ !
Do you know how much the average home is going for in your neighborhood?
If you don't, that's what I'm here for! As your local real estate expert, I know how much homes are selling for and how fast they are selling, and I'd love to talk to you about it. Shoot me a DM if you're interested in learning the ins and outs of your market.

12w

1 like
OCTOBER 7, 2022
Add a comment



kristin.lumpkin · Follow
New Orleans, Louisiana

kristin.lumpkin · NOLA Market Update

Here's some stats on last month's trends: Prices are down slightly and the average days on market is up. We're definitely seeing more opportunities for our home buyers. 🏡

Curious to know more?
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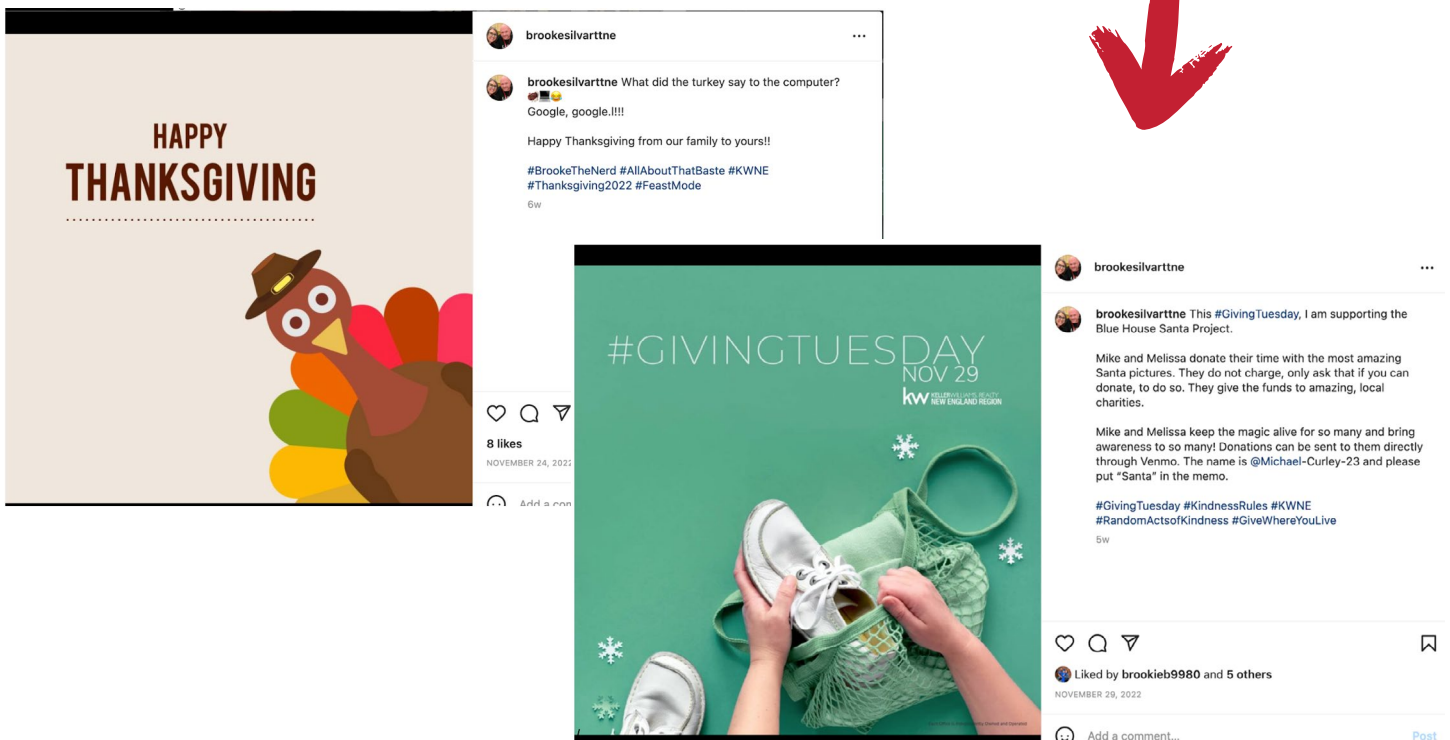
3 likes
DECEMBER 8, 2022

KNOW ME

Posting about your life as an individual person and not just a real estate agent allows your SOI to get to know you better and feel they can relate to you more. You don't have to post deeply personal information about you or your life, rather post about your hobbies and interests. Use your personal posts to encourage interactions and deepen relationships.

Examples of personal content about you could be:

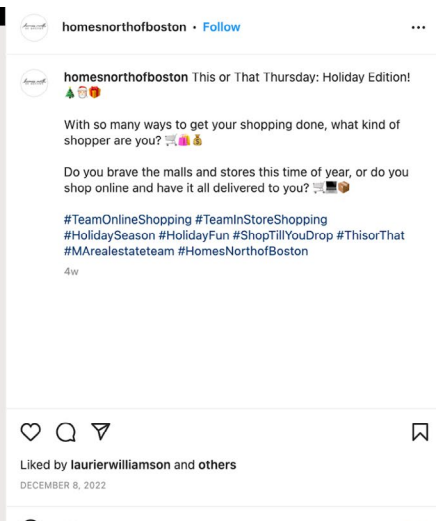
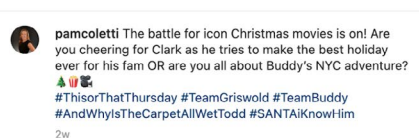
1. **HOBBIES:** Share what you love doing outside of work. Do you love to watch musicals or play tennis?
2. **TRAVELS:** Post about trips you've taken or want to take.
3. **BOOKS AND MUSIC:** Post about a book you've just read or a new favorite playlist.
4. **GRATITUDE:** Post about what you're grateful for.
5. **QUOTES AND MEMES:** Share quotes you find inspiring and memes that make you laugh. Be sure your memes and quotes are universally relatable, your goal is likeability!
6. **HOLIDAYS:** Make holiday posts all year round.



ENGAGE

When it comes to emotional proximity, a one way conversation is good, but a two way conversation is infinitely better. When people are encouraged to engage and share their ideas, photos, opinions, and beliefs, it allows them to feel heard and like they're contributing to the conversation. Your job is to provide the conversation starters and ask for their participation.

1. **TAKE POLLS:** Take a poll on favorite house styles, designs, pie versus cake!
2. **ASK QUESTIONS:** Ask simple questions like what kind of dogs your followers have or their favorite candy.
3. **HOST COMPETITIONS:** Host a competition and pick a winner.
4. **DO GIVEAWAYS:** Get follower participation by doing a giveaway.



The beauty of posting to social media is that you can not only post to your feed, but you can post to stories or reels, post videos, easily create polls and get really creative with your content! Use Designs in Command to create or use marketing materials.

2. Schedule Posts

Create more time for yourself by scheduling social posts to your business page in advance.

Easily schedule holiday posts a year in advance or other thematic posts like quotes or memes a month in advance. In addition to scheduling posts, you can easily leverage posting across multiple social media platforms in Command or using another third party site.

Posting to social media doesn't need to be overwhelming or difficult. Simply use the **LIKE** model and schedule your posts in advance! Give yourself a running start to engaging your SOI on social media by using the [KW Calendar of Social Posts](#).

POST 10 TIMES PER WEEK

Reference Tech Play [#15](#), [#17](#), and [#19](#) to learn more about how you can use technology in this section.

Step 2: Run Paid Social Ads

It's important to understand that when you make a post on social media, it doesn't mean that everyone you are friends with will see the post. Social media companies use an algorithm to decide which users see what posts at certain times. You need to make a decision to help your followers see your posts by engaging your SOI via social media ads. With Command's integration with Facebook and Instagram, you can run ads that specifically target people in your database at an exceptionally low cost. This is done using the "Target My Database" feature in Campaigns in Command.

1. Target My Database

Staying in front of your database ensures that you are the agent they think of when buying, selling, or referring!

Targeting your database is a creative way to stay top of mind and promote your business. Targeting your database is done by creating an audience of contacts based on the contact tags that have been added to their contact record and/or the neighborhoods associated with the contacts.

Examples of personal content about you could be:

- 1. SPECIFIC NEIGHBORHOODS OR ZIP CODES**
- 2. CLIENTS WITH KIDS OR PETS**
- 3. HOBBIES (GOLF OR TENNIS)**
- 4. CLIENTS THAT HAVE REFERRED BUSINESS**
- 5. CLIENTS THAT HAVE BOUGHT AND SOLD MORE THAN ONCE**

You don't need to create new posts with new messages, you are specifically targeting your database with the same posts.

Note: In order for database targeting to work effectively, ensure that the contacts you plan to target in your database have a valid phone number and/or an email address saved to their contact record. Campaigns will use the primary phone number you have added to their contact record (preferably their mobile phone), or the primary email address to try and match the recipient's profile within Facebook/Instagram.

Reference Tech Play [#20](#) to learn more about how you can use technology in this section.

Step 3: Interact With Friends and Followers

Curating LIKE content is the first step in connecting with people. The next step is interacting with your friends and followers. Not only do you have to post captivating content, you also need to engage with your friends and followers to get the most out of social media. By interacting with your friends and followers you are showing them that you care. You are showing them that you take the time to be involved in their lives and demonstrating interest in their posts. Think of a "comment" like a virtual hug and "likes" as high-fives.

1. Comment

When commenting on a friend's post or story, it's important to be genuine and show interest. Reciprocally, you should always respond to comments from friends on your posts. Commenting does not mean arguing or correcting, rather you are deepening relationships.

2. Direct Message (DMs)

DMs can also be a really valuable social media tool. Choose a few people a week to DM and ask about something they've recently posted or just check in. This is an easy way to get your contacts in!

Hi (client name)!
I just saw that you (insert life event). I wanted to congratulate you! This is so exciting! What's next for you?

OR

"Hi (client name)!
I just saw that (insert life event). I am so so sorry to learn of this. Is there anything I can do to help or someone I can connect you with?"

3. Like and Share

In combination with commenting, like and share your followers posts. While it seems like a small thing, you are putting yourself top of mind again when they get a notification.

Interact with 75 people per week

Step 4: Add New Friends

1. Follow New People



The easiest way to build your SOI through social media is to follow new people and accept follow requests. As your influence grows on social media, more people will request to follow you as well.



Examples of personal content about you could be:

- 1. SPECIFIC NEIGHBORHOODS OR ZIP CODES**
- 2. CLIENTS WITH KIDS OR PETS**
- 3. HOBBIES (GOLF OR TENNIS)**
- 4. CLIENTS THAT HAVE REFERRED BUSINESS**
- 5. CLIENTS THAT HAVE BOUGHT AND SOLD MORE THAN ONCE**



Add 7 friends per week

Step 5: Create and Curate an Online Community

Up to this point, you've been making posts through your personal social media profiles that have been seen by your friends and followers. This undoubtedly will keep you top of mind and move you closer to emotional proximity with your SOI. If you are looking for a way to engage a larger number of people and draw new people into your SOI then creating and curating an online community is your next step.

1. Create a Niche Facebook Group

You can create a community for anything: an online book club, small business owners in your city, or a cause you're passionate about.

Currently you're connected with people online because they are interested in you and your life and vice versa. With an online community, people would be there because they are interested in either a topic, a location, or a movement/cause. In this case, the connective tissue of the community is why they are there and you are the proctor of the community.

There are 7 things to consider when starting a community:

- 1. Know your purpose and ensure it's in alignment with your values**
Your community should represent something you're passionate about.
- 2. The name must clearly represent your purpose**
Choose a name that shows potential members exactly what your group is. A good example is "Girls LOVE Travel." This is a Facebook group where female travelers share their stories and travel tips.
- 3. Find your voice**
Be authentic in your posts and engagements within the group. Be yourself, be honest, and interact with community members the same way you would your friends and clients.
- 4. Post consistently**
Establish yourself as the leader of the community with daily posts and comments on posts made by community members. Time block weekly to schedule your posts for the week and daily for replying to comments and commenting on posts in the community feed.
- 5. Show value**
Post content that is relevant to your purpose and encourages engagement. Your primary job is to start conversations and keep engagement high by interacting with community members.
- 6. Be responsive**
The members need to feel valued and you need to respond to their thoughts, questions, and comments in a timely fashion.
- 7. Have a plan**
You don't need to always plan what you're going to post, but you need to make your calendar match your goals. Determine how many times you will post weekly, what some of your content will focus on, and how many people you should be interacting with.

When you start the community, you may be the only one posting and engaging with members. As you go, you may add admin and moderators to help you. These are people you trust to keep the conversation going, ensure posts are appropriate to the group, and share your vision and values. They can be people in your world or leaders that show up within the group.

Follow steps #1 through #4 above with your community the same way you would personally.

as always,
THE PATH IS IN THE MATH.



The power of this system is that the daily activities compound over time.



If you follow this simple **5 step plan** to engage your SOI on social media you will make

- 1. 520 LIKE POSTS**
 - 2. 364 NEW FRIENDS**
 - 3. 3,900 OPPORTUNITIES
TO ENGAGE WITH FRIENDS & FOLLOWERS**
- 

Combine this with your community, and you can double or even triple your numbers. You are on the path to generating more business from your SOI than ever before!

MAR 2023

Use the LIKE method to create content that makes you likeable over time



Local Information

Information about Real Estate (always include a call to action on I posts)

Know Me

Engage with Followers

SUN

MON

TUE

WED

THU

FRI

SAT

01

02

03

04

Use a Women's History Month Design in Command

Debunk a myth/understanding about mortgage rates (use the Mortgage Hacks Playbook)

Who is an employee or team member you are grateful for on Employee Appreciation Day?

Post about a local plant nursery with a tip for spring gardening

05

06

07

08

09

10

11

Share a local market update

Post spring cleaning tips

Tell a story about a time you learned a lesson about how to be a better agent

Post about a woman who has inspired you for International Women's Day

Post a video tour of a listing or a neighborhood

Who is your top pick for March Madness?

Remind your database to change their clocks for Daylight Savings

12

13

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16

17

18

Post a photo of a fun event.

Think of someone you are grateful for and give them a compliment

What is your favorite type of pi(e)? Happy Pi Day!

Post 3 tips for staging a home

Thank a vendor for a great job on a specific deal

Use a St. Patrick's Day post from Designs in Command

Share 3 reasons having an agent is important for buyers

19

20

21

22

23

24

25

What is on your spring playlist?

Use Spring Equinox posts from Designs in Command

Debunk a myth/understanding about buying a home

Use a Ramadan post from Designs in Command

Explain what the Fed meeting means for mortgage rates

Is a hotdog a sandwich?

Post about a restaurant you love.

26

27

28

29

30

31

Share a tip for spring home maintenance

Try a social media challenge and encourage followers to do the same

Share your favorite recipe to make with friends/family. Ask your followers to share too

Debunk a myth/understanding about selling a home

Share an inspirational quote

What is your favorite spring activity in our town?

APR 2023

SUN

MON

TUE

WED

THU

FRI

SAT

01

Use an April Fools Day graphic from Designs in Command

02

Post a quote from your favorite children's book. Ask your followers to share theirs.

03

Use a National Fair Housing Month post from Designs in Command

04

Share a local market update

05

Post a Passover Design from Command

06

Give an introduction to homebuyer assistance programs in your area

07

What is your favorite book/podcast/T V show?

08

Post about local business you love

09

Use an Easter graphic from Designs in Command

10

Thank a teacher in your area. Ask your followers to thank and tag a teacher they love

11

Share tips for getting the most out of the mortgage interest tax deduction

12

What are you reading now?

13

Share a photo of an activity you love

14

Share a first time home buyer story for National Fair Housing Month

15

Share a pro tip for working with difficult people

16

Share an inspirational quote

17

Use a Tax Day post from Designs in Command

18

Thank a service industry worker and tag the business. Ask your followers to do the same

19

Post an teaser video for a mortgage hack

20

Post a high five video and wish everyone a happy national high five day

21

Post a fun fact about housing architecture in your area

22

Use an Earth Day graphic from Designs in Command

23

Post about a vendor partner's homebuyer assistance program

24

Share a video at local park

25

Thank someone who encouraged you in your business.

26

What is your favorite game?

27

Debunk a myth about buying a home

28

Share a photo planting a tree for Arbor Day

29

Recommend a local physician and tag them. Encourage your followers to do the same

30

Debunk a myth about closing on a home

Use the LIKE method to create content that makes you likeable over time



Local Information

Information about Real Estate (always include a call to action on I posts)

Know Me

Engage with Followers

MAY 2023



SUN	MON	TUE	WED	THU	FRI	SAT
	01	02	03	04	05	06
	Use a Asian American Heritage Month post from Designs in Command	Use a Mental Health Awareness Month post from Designs in Command	Share a tip from the Mortgage Hacks playbook	What book are you listening to now?	Share your favorite dish at a local restaurant	Share a local market update
07	08	09	10	11	12	13
Share your favorite way to relax after work. Encourage	Post a video tour of a neighborhood	What was the last movie you saw? Tag someone who should see it	Share a listing something unique about the home	Thank a local dentist or orthodontist and tag them	Elton John or Prince?	Debunk a myth understanding about selling a home
14	15	16	17	18	19	20
Rate this house (post with a photo of a home)	Explain how to budget for a future mortgage	Post your favorite drink at a local coffeeshop and tag it	Try to put your pants on with the opposite leg first	Post a tip on how to get started in real estate investing	Share a hidden talent. Encourage your followers to do the same	Post 5 fun date ideas in your areas
21	22	23	24	25	26	27
Debunk a myth about student loans and buying a home	Thank a local physician and tag them	Share one reason real estate investing is path to wealth	Post about a local outdoor space and why you love it.	What superhero power would you want?	Share how you help sellers with multiple offers	Post about local retail shop and tag it
28	29	30	31			
Share an inspirational quote	Use a Memorial Day post from Designs in Command	Anti-Bucket List, What is something you'll never do again?	Explain closing costs			

Use the LIKE method to create content that makes you likeable over time



Local Information
Information about Real Estate (always include a call to action on I posts)
Know Me
Engage with Followers

JUN 2023



SUN

MON

TUE

WED

THU

FRI

SAT

01

02

03

Use a Pride month graphic from Designs in Command

Post about a current or previous pet

Post something you love about a current listing

04

05

06

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Who is your favorite Disney character and why?

Share a local market update

Thank the military in memory of D-Day

Post a video at a local site of interest

Debunk a myth about selling a home

Biggie or Tupac?

Thank a local waitstaff person and tag the restaurant

11

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17

Post a teaser video for a tip from the Mortgage Hack Playbook

Share why you love Mondays

Who has the best French fries?

Post staycation ideas in your area

Tell a story of a time you learned a life lesson from a client

Debunk a myth about buying a second home

Share a summer safety tip

18

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Use a Father's Day graphic from Designs in Command

Use a Juneteenth graphic from Designs in Command

Debunk a myth about PMI

Use a Summer Solstice graphic from Designs in Command

Post somewhere to cool off in your area

Share one tip for landscaping for curb appeal

Share a story about summer adventure

25

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What is best type of cookie?

Thank a vendor who was amazing on a recent deal and tag them

Tell a story about a great client

Post an Eid al-Adha graphic from Designs in Command

Debunk a myth about buying a condominium or townhouse

Post a video tour of a neighborhood in your area

Use the LIKE method to create content that makes you likeable over time



Local Information

Information about Real Estate (always include a call to action on I posts)

Know Me

Engage with Followers

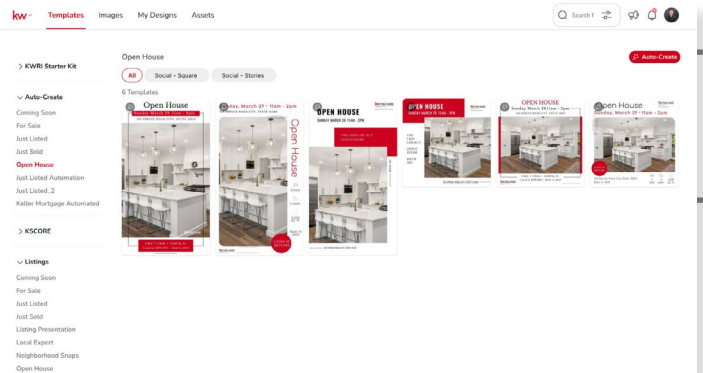
#15 **CREATE MARKETING MATERIAL**

Command's Designs applet allows agents to customize hundreds of social or print design templates. Preferred materials, DBA logo, headshot, & team images can be saved as custom assets. Select collections offer design automation. Choose open house collection, select listing, provide open house details, confirm agent info, and create six different templates automatically.



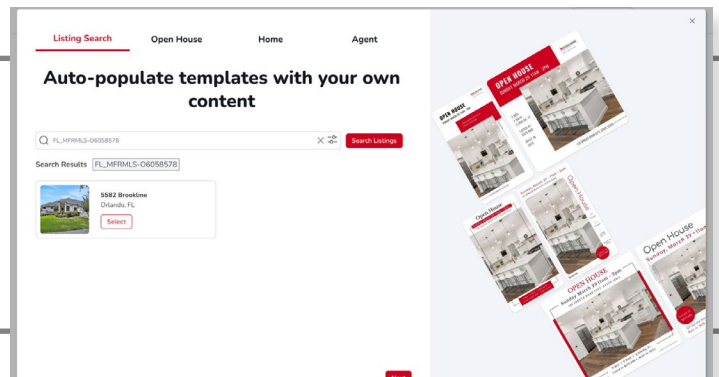
SELECT AUTOMATED COLLECTION

1. Browse automated collections on left menu
2. Choose "Auto-Create"



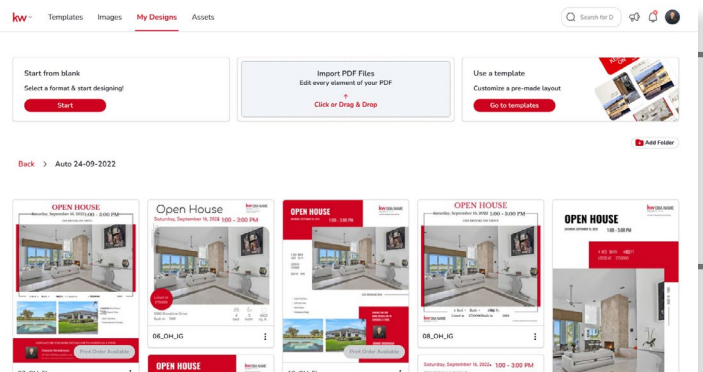
CONFIRM DETAILS

1. Search for Listing
2. Confirm Open House details
3. Confirm property details
 - a. Brought in from MLS
4. Confirm Agent info



VIEW COMPLETED DESIGNS

1. All templates from collection will be added to folder
2. View, download, or save any template desired



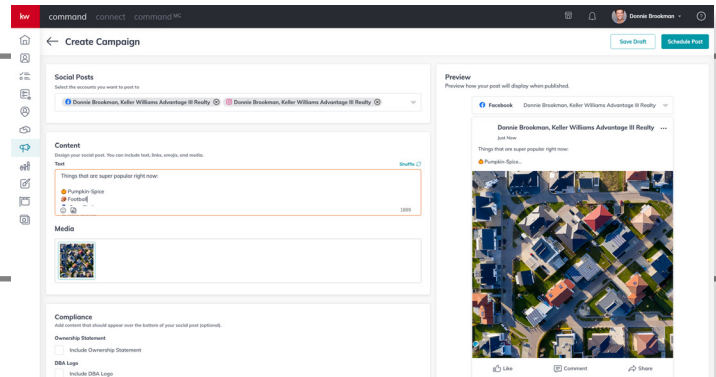
#17 **USE MARKETING MATERIAL (PRE MADE)**

Command offers a variety of “ready to use” marketing pieces. HTML Email Templates, Social Media Posts, Direct Mail, & SmartPlans are some examples.



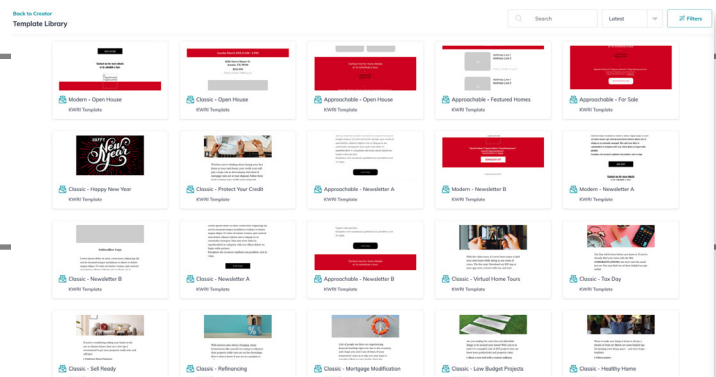
QUICK SOCIAL POSTS

1. Campaigns > Social Posts
2. Browse “Quick Posts” and use share button
3. Choose to publish immediately or schedule post



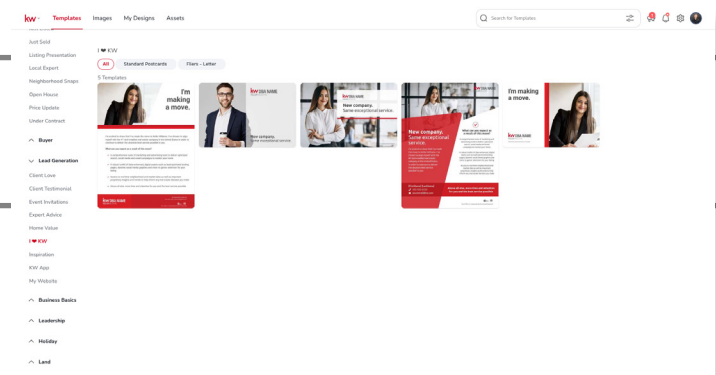
HTML EMAIL TEMPLATES

1. Campaigns > Email
2. Create Campaign > Email
3. Browse 70+ ready to use templates



POSTCARDS AND FLIERS

1. Designs > Create Design > Print
2. Lead Generation category > I ♥ KW



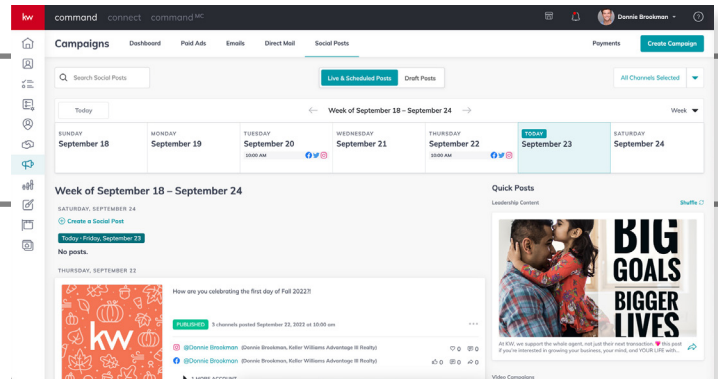
#19 POST TO SOCIAL MEDIA FREE

Create and manage organic reach social media posts through Facebook, Twitter, or Instagram. Media can be uploaded directly from the agents computer or pulled from Designs. Agent's can share ready-to-go "Quick Posts" directly to social platforms with no required editing.



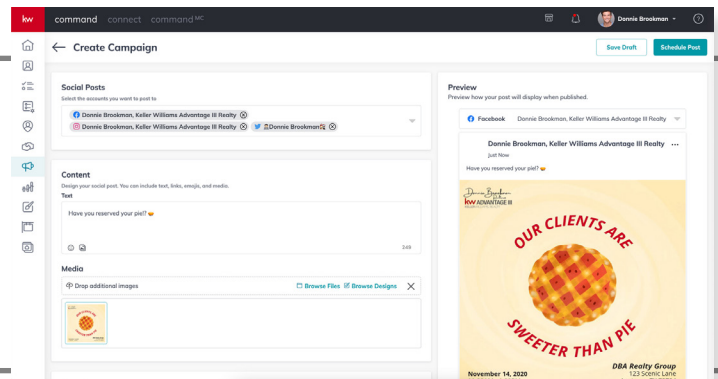
CREATE A SOCIAL POST

1. Click Create Campaign
2. Select Social Post



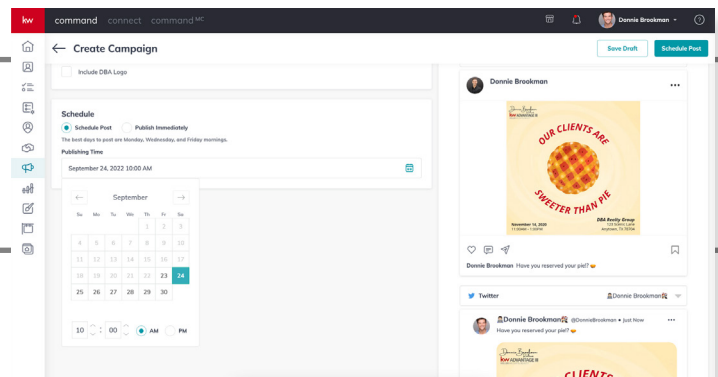
CUSTOMIZE POST

1. Choose Social Channel(s)
2. Write Text
3. Add Media
 - a. Upload from computer
 - b. Browse from Designs
4. Preview posts by Social Channel



SCHEDULE POST

1. Schedule post by date/time
2. OR Publish immediately
3. Confirm selection

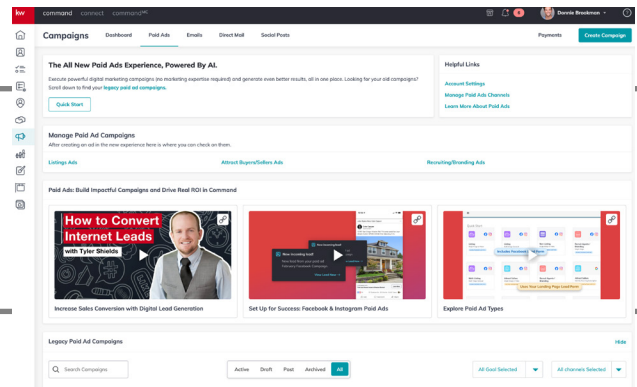


#20 RUN PAID SOCIAL MEDIA ADS

Agents can run paid ads through Command on Facebook, Instagram, and Google. Campaigns creates an easy button for agents to build a variety of ad types to both create awareness of their brand and generate new leads directly in their Contacts database. Lead settings allow the agent to tag and trigger SmartPlans to bring immediate follow-up automatically. Agents can choose listings to advertise and leverage AI to create ad copy easily.

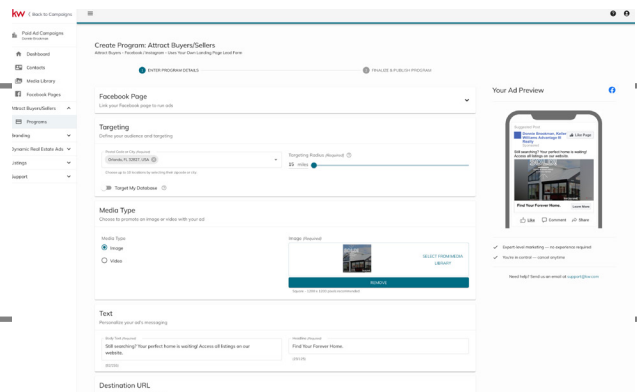
CREATE PAID AD

1. Navigate to Command > Campaigns
2. Select "Paid Ads" tab
3. Choose "Create Campaign" and select Paid Ad



SELECT YOUR AD TYPE

1. Choose Ad Type
2. Select Listing (for listing ad types)
3. Customize targeting, media, and text (Option: Use AI to autogenerate text)
4. Proceed to the last step



LAUNCH YOUR AD

- a. Review ad duration
- b. Set ad budget
- c. Confirm details and launch ad

